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THE Agricultural Situation

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NATIONAL FARM SAFETY WEEK, 1954

By the President of the United States of America

A Proclamation

WHEREAS more accidental deaths occur in farming than in any other major industry in this country; and

WHEREAS a disabling injury strikes some farm person in America every twenty-six seconds, on an average, as the result of an avoidable accident; and

WHEREAS this appalling loss can be greatly reduced by the exercise of care and caution on the part of farm people:

NOW, THEREFORE, I, DWIGHT D. EISENHOWER, President of the United States of America, do hereby call upon the Nation to observe the week beginning July 25, 1954, as National Farm Safety Week, and I urgently request all farm residents to make every effort to develop safe work habits and skills, so that they may "Farm To Live and Live To Farm" I also request all persons and organizations interested in farm life and welfare to join in a campaign to free as many farm homes as possible from the tragedies and losses caused by needless accidents.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of the United States of America to be affixed.

DONE at the City of Washington this thirtieth day of March, in the year of Our Lord nineteen hundred and fifty-four, and of the Independence of the United States of America the one hundred and seventy-eighth.



Dwight D. Eisenhower

By the President:

Charles W. Jones

Secretary of State

Farm Safety Week is sponsored each year by the U. S. Department of Agriculture and the National Safety Council

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Outlook Highlights

. . . JUNE 1954

EMPLOYMENT in the United States rose by nearly a half million workers from March to April, the Census reports. Total at work in April was 60.6 million.

DOMESTIC DEMAND for farm products was strong in the first quarter and the recent improvement in business conditions suggests little change for the second quarter. *Foreign* takings, so far this marketing year, are about the same as a year earlier . . . gains for cotton, tobacco, and fats and oils . . . smaller exports of wheat. Exports of cotton are expected to total well above the 3 million bales shipped abroad in the 1952-53 marketing year.

FARMERS' CASH RECEIPTS first 4 months of this year were down about 3 percent from a year earlier.

PRICES OF TOP GRADE STEERS may average seasonally lower this spring, but reductions are expected to be small and prices may prove fairly stable for the year as a whole.

WITH SALES OF SPRING PIGS expected to reach volume earlier than usual, the decline in hog prices will likely begin before the normal time and the price decline through the fall will probably be more than average for the season.

PRICES RECEIVED BY FARMERS for all milk in April were down 11 percent from a year earlier, reflecting heavy production and the drop in support levels.

RECORD PRODUCTION OF EGGS AND TURKEYS is indicated from this year's chick and poult output. Broiler production also continues at a record high level.

SOYBEAN PRICES THIS SPRING, because of smaller supplies and increased domestic and foreign demand, have been well above last year. There has been a substantial decline, however, from the peak reached in late April.

CORN PRICES have been fairly stable since January . . . probably will continue so during the next few months, reflecting limited supplies in commercial channels.

THE BUILD UP IN CARRYOVER STOCKS OF WHEAT will be materially slowed down in 1954-55, prospects for this year's crop now show.

THIS SEASON'S TOTAL OUTPUT OF FROZEN ORANGE CONCENTRATE is expected to be considerably larger than the pack last season. Quantity used this year

has also been higher, and supplies will again be relatively low at the start of the new season, next fall.

COMMERCIAL VEGETABLE TONNAGE this spring is expected to be considerably larger than average and slightly up from a year ago. Farmers' prices for processing crops generally this year will be a little lower than in 1953.

WITH SPRING POTATO SUPPLIES nearly a fourth smaller than last season, prices of both old-crop and new potatoes, during the next few weeks, should average well above a year earlier.

SWEETPOTATO PRICES will remain seasonally high, but below a year earlier, until the new crop comes in.

MARYLAND TOBACCO PRICES through May 17 averaged 16 percent higher than a year earlier.

SUPPORTS FOR ELIGIBLE TOBACCOS (*minimum levels*) were announced on April 29: Flue-cured, 47.9 cents per pound; Burley, 46.4 cents . . . the same or nearly the same as last year's actual support. The minimum supports for fire-cured, Virginia sun-cured, dark air-cured, Ohio filler, New York and Pennsylvania Havana Seed, and Southern Wisconsin and Northern Wisconsin tobaccos are slightly less than 1953 support levels but for the Connecticut Valley Broadleaf and Havana Seed types, they are slightly higher.

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Farm Safety Means Human Conservation

MORE and more recognition is being given to "Human Conservation" in farm safety. Attention in this direction has made more rapid gains in the past decade than ever before because mechanization, with all the added ways of hurting people, has brought wider interest in accident prevention on farms. This year's National Farm Safety Week, to be observed July 25-31, brings greater hope of real accomplishment. The 1954 slogan again is: "Farm to Live, Live to Farm."

In a recent article, "A Decade of Farm Safety," Maynard H. Coe, director, Farm Division, National Safety Council, reports that from a small beginning in 1944, there are now 31 States with active State Farm Safety Committees. In at least 12 of these States, farm safety specialists are at work on a full-time basis, helping to organize and guide accident-prevention programs.

Leadership in employing farm-safety specialists originated in the North Central States—particularly in the Corn Belt—where mechanization had made most progress. Doubtless the rising toll of permanent injuries and fatalities from tractors and corn pickers in this area focused attention on the problem there. Some evidence indicates that these full-time safety programs are paying dividends in the conservation of human life and in the maintenance of high production on farms.

As mechanization continues to displace animal power, accidents due to machines may also increase unless organized efforts are made to prevent them. For example, there are special problems in the adaptation of tractors to hilly lands or farms with uneven slopes.

There are, of course, many other particular kinds of physical hazards on farms. For example, farm fires are always a real threat to the lives of the very young and the very old or those with infirmities. With the expansion of rural electrification, defective and

10 Commandments For Living Safely

1. Keep machines in good repair.
2. Operate tractors safely.
3. Know and obey all traffic laws.
4. Be fire-sighted.
5. Speak to animals when approaching them.
6. Be a good housekeeper.
7. Watch your step to prevent falls.
8. Follow safety instructions.
9. Know and obey water safety rules.
10. Apply first-aid promptly.

inadequate wiring causes many farm fires and brings disabling injuries or death to many people on farms each year.

Many Farmers Killed in Traffic

Off the farm, traffic accidents continue to take a high toll. Perhaps a third of the fatalities to farm people occur from automobile traffic, either while walking or crossing highways or when they become involved in collisions or overturns.

A recent survey in Delaware reported that in 1953 nearly half of farmers' off-farm accidents, 26 of them fatal, were caused by automobiles. Figures from the National Office of Vital Statistics indicate that automobiles accounted for about 38 percent of all fatal accidents in the United States during the 3-year period, 1949-51.

These figures emphasize the need for a continuing program of accident prevention both on and off the farm. Let us be a little more careful when we use our tractors and when we walk on the highway, even if it is directly in front of our farms. And, if we are behind the wheel in traffic, let us keep our undivided attention on the big job of driving safely, which includes courteous conduct toward other drivers. Speeding and reckless driving have no place in today's traffic.

John D. Rush
Agricultural Research Service

Spring Clean Up Good Way to Reduce Fire Hazards

EVERY YEAR about this time American communities begin to sparkle and shine. Houses are painted and thoroughly cleaned—in and out, from cellar to attic. Lawns are raked, backyards cleaned up, shrubbery trimmed, trees planted, vacant grounds improved, public buildings renovated.

The National Board of Fire Underwriters, which has encouraged this Spring Clean-Up movement for many years, tells us that repairing our homes and places of business is very important from the fire protection standpoint. The reason is that unprotected wood has a tendency to weather and dry out until it becomes like tinder. Paint, however, keeps wood in good condition, so that a wooden building painted is less likely to take fire than one that is unpainted.

Another important point is that in order to paint, it is first necessary to clean up, thus eliminating the hazard of accumulated refuse.

Fire Strikes 300,000 Homes

According to the National Board, fire strikes 800 homes every day—about 300,000 every year. Moreover, about one-fourth of the million-more fires of known origin that occur every year, it says, are caused by matches and smoking, and another 12 percent result from misuse of electricity.

Spring Clean-Up time, then, would be a good time to look to our protection from those hazards. So let's inspect our homes from cellar to attic, getting rid of all those things that lead to fire.

Take the basement, for instance. It's the spot, the National Board declares, where many home fires start. Let's get rid of the rubbish—old magazines and newspapers, furniture, old rags and other combustibles.

Next, check the furnace. It's dangerous when dirty. Have it cleaned regularly. Don't put off necessary repairs.

Next, see whether the ceiling and walls near the furnace feel hot to your hand. If so, you may need additional insulation to keep them from charring or catching fire. If in doubt, check with an experienced repairman. Never, of course, try to repair automatic heating units yourself, unless you are qualified to do so.

Let's be sure, also, to provide covered metal cans for ashes. Never place them in wooden or paper boxes.

In the living room, your television set may become a fire hazard. Don't open up the back and tinker with it and be careful not to cover up the ventilating holes that dispose of accumulated heat. Misuse of electricity, remember, accounts for 12 percent of all fires in the home, so why not check all your electrical appliances, including irons, waffle irons, mixers, heaters, lamps, fans, radio and other devices. Make sure that the cords are in good condition, that they bear the little UL "symbol of safety" marking that denotes Underwriters' Laboratories, Inc.

In addition, make sure all rooms have an adequate number of outlets to take care of electrical appliances—heavy duty circuits for washing machines, refrigerators, ironers and other such appliances and that you have done away with all multiple attachment plugs. They're a serious danger in overloading circuits.

Remember, too, all flexible extension cords should be in the open—none placed under rugs, nor over hooks—and only 15 ampere fuses used for your household lighting circuits. Finally, the attic, unlike the basement, can be made fire-safe rather quickly. There are just those old clothes, broken toys, discarded furniture, and *more* magazines that you'll never read. Get rid of them now.

"I like to see a man proud of
the place he lives in."

—Abraham Lincoln

Are We Recouping Our Cotton Trade?

EXPORTS OF COTTON from the United States declined sharply from 5.5 million bales in the 1951-52 marketing year to 3.0 million in 1952-53. During that period, prices of foreign cotton were lower than prices for United States cotton, and United States cotton producers had reason to be worried about the foreign market. Yet, exports during the 1953-54 season are expected to increase to about 3.6 million bales, and prices for foreign cotton have recently risen to about the level of prices for United States cotton.

What are the export prospects for United States cotton, and what are the forces affecting these prospects?

Forces At Work Since "Korea"

In the long run, the demand by importing countries for United States cotton is dependent upon the consumption of cotton abroad and the supply or production of cotton available from countries other than the United States. To trace the forces that have affected export prospects for United States cotton, it is necessary to trace developments since the beginning of the 1950-51 marketing year (August 1, 1950) or approximately the start of the Korean conflict.

In 1950-51, demand for cotton in the United States and the rest of the world was greatly stimulated by the fighting in Korea. Consumption of cotton increased sharply. Consumption in the non-Communist world outside the United States increased from 14.8 million bales to 16 million and United States consumption increased to 10.5 million bales, the highest consumption level on record with the exception of the World War II seasons of 1941-42 and 1942-43. However, the supply of cotton was relatively small, and the United States imposed export restrictions and price ceilings on cotton for

the first time in its history. As a result, importing countries were forced to turn to foreign producers as a source of supply.

Spot prices of foreign growths, including export taxes, increased until they were much higher than the spot prices for comparable qualities of United States cotton. The prices for three representative foreign growths averaged about 24 to 43 percent higher than the prices of United States cotton for the season.

Higher Prices Abroad Stimulate Foreign Demand For U. S. Cotton

Foreign producers and foreign governments found cotton a profitable crop in the 1950-51 season. Largely because of this, foreign non-Communist production increased by about 1.2 million bales in the following season (1951-52). Furthermore, many foreign countries held their prices above the prices of United States cotton for a large part of the 1951-52 season. As a result, importing countries increased their imports from the United States to approximately 5.5 million bales, and foreign exporting countries were left with surplus stocks at the end of the season.

Foreign cotton *production* was maintained at about the 1951-52 level in the 1952-53 marketing year. However, the prices for most foreign cotton dropped below those for comparable United States cotton. The notable exception occurred in Brazil where the Government supported cotton prices at a level well above the level of United States prices. The lowering of foreign prices caused the importing countries to increase their purchases of cotton from countries other than the United States. Despite an increase in foreign, non-Communist consumption of about 0.4 million bales, exports from the United States dropped about 2.5 million bales,

to approximately 3 million. At the same time, surplus stocks in most foreign exporting countries were reduced sharply.

In the current marketing year, 1953-54, foreign non-Communist consumption is expected to reach a post-World War II record of about 18 million bales. Furthermore, foreign non-Communist production this season has dropped about 0.5 million bales. The decrease in foreign production was probably caused in large part by the drop in foreign prices in the preceding season. The most important factor causing the increase in foreign consumption is probably a continued high level of economic activity abroad.

At the start of the current season prices for foreign cotton were lower than those for United States cotton. However, the relatively small surplus stocks available at the start of the season and the 1953-54 foreign crop were not large enough to meet the consumption requirements of foreign countries without larger imports from the United States. Consequently foreign cotton prices have increased in recent months to about the same level as prices in the United States, and exports of cotton from the United States are larger. For example, in March of this year the United States exported more cotton than in any March since 1949, about 430,000 bales.

It is very difficult to project United States cotton exports into the future. As the above discussion points out, United States exports are dependent upon the supply of, and demand for, cotton abroad, and upon the price of foreign cotton as compared with the prices of United States cotton. The prices of foreign cotton are largely determined by the relation of supply to demand; and, as might be expected, the price of foreign cotton in any one year affects the production of cotton in the following year. The "crystal ball" is not clear as to the direction in which these numerous forces and inter-relationships will move in the future.

Starting from the present situation, if foreign consumption and production are maintained at present levels in the future, United States cotton exports could increase above the current level, perhaps to 5 million bales. On the

Brief Items

of Interest to Farmers

THE BILL FOR MARKETING farm-produced food products in 1953 was more than three times that of 1932, according to the May AMS "Marketing and Transportation Situation." A larger quantity of food was handled and more marketing services were rendered. Increases also occurred in costs per unit of labor, plant, equipment, mechanical power, supplies, and so forth. Direct labor costs, the report says, were more than four times larger in 1953 than in 1932. Labor costs accounted for about 53 percent of the marketing bill in 1952 and 1953 compared with an average of 47 percent in 1935-39.

FARM REAL ESTATE VALUES drifted moderately lower during the 4 months ending March 1. No significant change occurred in most of the North Central States, but declines of 2 to 4 percent elsewhere reduced the average for the country as a whole 2 percent below last November and 6 percent below a year earlier. Average value per acre for March still was about one-fifth above that of 1947-49 and nearly double the 1912-14 average.

FOLLOWING THE REDUCTION IN DAIRY PRICE SUPPORT LEVELS on April 1, USDA purchases of dairy products under the support program were smaller in April than in any month since the beginning of the year and were considerably below purchases in April a year ago. Purchases during April 1954 amounted to 14,834,214 pounds of butter, 9,818,054 pounds of cheddar cheese, and 41,601,764 pounds of nonfat dry milk. In April 1953, purchases amounted to 25,155,588 pounds of butter, 27,123,489 pounds of cheese and 46,214,600 pounds of nonfat dry milk.

NEARLY 394 MILLION POUNDS OF CCC DRY MILK STOCKS were sold for feed in the first 3 weeks of sales under a milk-for-feed program announced April 22. Under the special program the dry milk was offered at reduced prices for use in mixed poultry and animal feeds. The CCC had 590 million pounds on hand at the end of April. The USDA is continuing its efforts to increase distribution of CCC dry milk stores through every possible outlet for human consumption, both here and abroad.

(Continued on Page 9)

other hand it should be kept in mind that foreign cotton production can be expected to increase over the current level because of additional acres now under development abroad and because of increasing yields. This could foster an increasing competitive situation between the various growths of cotton.

Frank Lowenstein
Agricultural Marketing Service

Milk Sales Tied to Promotion and Merchandising Practices

CONSUMPTION of fluid milk had been going down in Memphis, Tenn. for a couple of years. Then, in 1953 it began to rise. During the March-September period of 1953 sales within the area were 7 percent above a year earlier. Why this change for the better?

It was something worth looking into and the Agricultural Marketing Service, in the fall of 1953, undertook a new study of the milk marketing situation in Memphis—a survey among Memphis homemakers to find out the causes for shifts in per capita consumption of milk and to what extent promotional efforts might have affected the demand for milk.

“Changing Patterns of Milk Consumption in Memphis, Tenn.” will be the title of the forthcoming report. All the facts cannot be given yet but preliminary findings indicate (*among other results*) that promotion by press, television, radio, and at point of sales was an influential factor in merchandising milk in the Memphis area. It was found that promotional efforts are not only useful but essential if maximum sales of milk are obtained.

The survey also sought to get answers to some other marketing problems. What happens to the total consumption when milk in a different form such as nonfat dry milk solids (*powdered milk*) is increasingly made available to consumers? How much does change in price affect the consumption rate? Or change in merchandising method?

Study Followed a Previous Survey

In the fall of 1952, a consumer survey had been conducted in the Memphis market.³ Up to that time the market had been characterized by steadily rising prices of fluid milk, declining sales of fluid milk, and rapidly increasing sales of nonfat dry milk solids. The

Looking Back a Little

Not so very many years ago we learned from our economic textbooks that certain foods, like bread, potatoes, and milk had an *inelastic* demand. They were foods that people felt they just had to have. Consumers were supposed to buy about the same amount each year without much regard for price. The so-called inelastic foods were regarded as necessities. People bought what they needed regardless. But we have found from experience that this doesn't always hold true. Better refrigeration and other technological advances, including the introduction of substitutes, bring shifts in our eating habits. Consumption levels gradually change over long periods; and sometimes, because of unusual conditions, change rather rapidly, even in a short period of time.

People, in this country, on the average, don't eat as much bread or as many potatoes as they used to eat, because they have come to like other foods and because a great many who once could afford only the staple foods are now able to choose a wider variety.

During the last war many foods, like ham and beefsteak, were relatively scarce, and you had to have ration coupons to get them. Milk, on the other hand, was plentiful and this was a food you could get *without* coupons. Consumers stepped up their purchases of milk and the per capita consumption of fluid milk and cream in 1945 reached an all-time high. (See *May Agricultural Situation*, pages 5 and 6.)

After the war, rationing came to an end and you could buy about as much ham, and steak, and other choice foods as you wanted. So consumers, still with high per capita purchasing power, began again to spread their food dollars. This meant less of their food dollars went for milk. Only 350 pounds of milk and cream per capita was consumed in 1953, as compared with 400 pounds for each person in 1945.

Farmers and dairymen, and others interested in selling milk, have found out that consumers do increase their use of milk somewhat when the price goes down, and vice versa. And they are beginning to ask whether they might not have held on to at least a part of the war-time record consumption of milk had they been as attentive to sales promotion and merchandising methods during the last few years as were those who went all-out to advertise competing foods and beverages.

The answer seems to be in the affirmative. As Lance G. Hooks pointed out in last month's issue of the *Agricultural Situation*, adequate *dietary* standards argue in favor of milk over competing beverages, and it is reasonable to hope that educational efforts directed toward the “underconsumers” can increase consumption of dairy products. More than that, a soon-to-be published marketing study in the U. S. Department of Agriculture, *Agricultural Marketing Service*, points to the same conclusion. But let the accompanying article “take it from there” . . .

³Dwoskin, P. B. Milk Products: Consumer Purchase Patterns and Use. Marketing Research Report No. 39, BAE, USDA, May 1953.

findings of the study indicated that only a part of the decline in sales of

fresh fluid milk in the Memphis market was brought about by the substitution of *nonfat dry milk solids* for fresh milk products. Factors such as increased price of fluid milk, price differentials between paper and glass, homogenized and regular, and a municipal ordinance eliminating the sale of one-third quart containers to institutional outlets were found to be important.

In the ensuing year, the rising price trend for fluid milk was reversed with several price decreases. In addition, increased promotional activities and changes in merchandising practices occurred. The market had been so active during this particular year that it was felt that a *new* consumer survey should be undertaken in order to evaluate consumer behavior in relation to these changes.

In order to make the new data as reliable as possible, an attempt was made in the new survey to reinterview the 1952 sample. Interviewers were sent to the same dwelling units where homemakers had been interviewed a year earlier. When a new family occupied a dwelling unit, it was interviewed. Of the original (1952) sample of respondents, 71 percent was reinterviewed in 1953. The interviewing took place during the fall, as was true in the 1952 survey.

In addition to the consumer data, sales and price information were obtained for the Memphis market. The two categories of information have been integrated in this report.

The current study emphasizes all of the changes which have been enumerated previously in contrast to the stress placed upon nonfat dry milk solids in the 1952 research. Included in this new emphasis are data on butter and oleomargarine. Although the findings of this research pertain to Memphis, some of the results may have implications for other milk markets.

We turn now to some of the findings of the research—the effect of lower prices, intensified promotion, different merchandising methods, and nonfat dry milk solids on sales of fresh fluid milk.

Homogenized Sales and Promotion Play Important Roles

From October 1950 to September 1952 the average weighted retail price of fluid milk increased about 4 cents. During that period the retail sales of fluid milk dropped about 18 percent. Starting in October 1952 fluid milk prices decreased, and by March 1953 the average weighted price had fallen 4 cents. Among the various fluid milk products, the most pronounced price drop was for homogenized milk. Concurrent with this period of price decline the local milk producers' association and the distributors conducted a stepped-up advertising and promotional campaign. In addition, a number of merchandising changes occurred. Among these were elimination of price differentials between homogenized and regular milk, between paper and glass containers, and the increased promotion of half-gallon containers. These events were correlated with increased sales of fluid milk, and by March 1953 *in-area* sales were greater than they had been for the same month a year earlier. This upward trend in sales continued throughout 1953.

Quart More Per Family, Per Week

Leading this upward trend in sales was homogenized milk; the sales of regular milk showed a decline.

The homemakers' reports showed that they were shifting from regular to homogenized milk and that their total utilization of fluid milk had increased. For a 7-day period in 1953 the homemakers' families were using, on the average, almost 1 quart more of fluid milk than they had in a comparable period a year earlier.

These consumption increases apparently were not due solely to the price declines, for few homemakers said they knew the prices had dropped. On the other hand, most of the homemakers were cognizant of the fact that fluid milk had been rather intensely promoted during the year. This lack of awareness of the price decline may have accounted, in part, for the fact that with each 1-percent drop in price, sales increased only about 0.4 percent. Thus

the study clearly indicates that promotional efforts are essential if maximum sales of milk are to be obtained.

Although the proportion of families using *nonfat dry milk solids* increased from 19 to 26 percent, the amount of the dry milk used per family dropped about a quart per week. One source of this decrease seemed to lie in the shift from regular to homogenized milk. Homemakers who used both homogenized milk and nonfat dry milk solids tended to do less cooking with the latter than those who used regular milk and the dried product. The emphasis placed upon butterfat content in some of the advertising of fluid milk seemed to create some negative attitudes toward nonfat dry milk solids among homemakers. In 1953 many more homemakers than a year earlier questioned the food values of the dried product in comparison with fresh milk, particularly with respect to the lack of butterfat.

More Paper Containers

There was a trend to sell more fluid milk in paper containers rather than in glass. This was associated with elimination of the former practice of selling milk in paper containers at a higher price than in bottles. In addition, larger quantities of milk were marketed in half-gallon containers. These containers were usually paper. These trends for particular items (homogenized milk, paper containers, half-gallon containers, etc.) are undoubtedly interrelated. For example, those homemakers who sought the maximum price benefit by buying the half-gallon containers contributed to the increase in paper containers and homogenized milk. This was true because the half-gallon containers were usually paper and, in all cases, involved homogenized milk. Those who found it more convenient to buy their milk at stores were more likely to purchase half-gallon paper containers (only available in stores).

Nearly twice as many homemakers were using oleomargarine as were using butter. Few homemakers said they would use more oleomargarine if its price went down; most homemakers said they would use more butter if its price declined. This was before the

recent declines in retail prices of butter resulting from reduction in support prices.

Among milk products such as whipping cream, Bulgarian buttermilk, and cottage cheese, it was the latter which showed a trend toward increased sales in 1953. Cottage cheese received rather intensive promotion during this period.

Philip B. Dwoskin
James A. Bayton and
William S. Hoofnagle
Agricultural Marketing Service

Brief Items . . .

(Continued from page 6)

AS EXPORT STIMULUS, USDA WILL STUDY MILK RECONSTITUTION possibilities in the Far East. The plants could be built in Asian countries by local governments or persons, or by United States private enterprise. Irving C. Reynolds of Toledo, Ohio, has been appointed a consultant in marketing to conduct the study for the Foreign Agricultural Service. He is now in the Far East to carry out his assignment. A reconstitution plant utilizes modern methods for processing butter-oil—the pure fat of milk—with powdered nonfat dry milk solids and water to make whole fluid milk of high quality. Each plant established could provide a market for from 800,000 to 1,000,000 pounds of United States dairy fats a year.

AGRICULTURAL PROGRESS THROUGH Cooperatives is the theme of this year's Institute of Cooperation Conference, which is to be held at Cornell University, Ithaca, N. Y., August 15 to 19. The Co-op president, J. K. Stern, Dean W. I. Myers, and Dr. G. W. Hedlund of the University will welcome all farmers in the cooperative field.

MILK AND ITS PRODUCTS—FACTS FOR CONSUMER EDUCATION is the title of a 31-page bulletin released by USDA's Home Economics Research Branch. Among a great many other things it points out that the retail price of fluid milk has increased less, percentage-wise, than consumer income in the last 5 years, and that dairy products have risen less in price during the past 5 years than meats, fruits, vegetables, and beverages.

THIS YEAR'S MAPLE SIRUP PRODUCTION is now estimated at 1,738,000 gallons or 39 percent above last year, and maple sugar production increased by 53 percent over 1953. Main reason for the big crop is that the maple season started earlier and lasted longer than usual.

MORE COFFEE IN PROSPECT—The Foreign Agricultural Service has issued a report saying that world coffee production in 1954-55 appears more promising than present world buying activity might indicate. Although coffee production in Brazil is expected to decrease again, this will likely be offset by larger crops in other parts of the world.

Farmers' Marketing Receipts by States 1952 and 1953

FARMERS in most States received slightly less in total cash receipts from marketings in 1953 than in 1952. The decline was due in many cases to lower cash receipts from livestock and products which, for the United States as a whole, averaged 6 percent below 1952. Totals in 1953 were above the previous year in 11 States ranging from a slight increase in Pennsylvania to a gain of 20 percent in Mississippi. In the 37 States which showed total cash receipts below the 1952 level, Nevada was lowest with a drop of 26 percent and Pennsylvania was highest with only a slight decline from the year before.

Receipts from livestock and products in 1953 were above 1952 in only 8 States. They were only slightly above in Georgia but were 7 percent above in New Jersey. In 40 States, however, they ranged from 24 percent below 1952 in Nevada to slightly below in Rhode Island and South Carolina. Crop re-

ceipts showed more change. Of the 20 States where crop receipts were up from 1952, Missouri was low with a gain of 2 percent and Iowa and Mississippi were high with increases of 32 percent each.

In many of the States in the North Atlantic Region total receipts were held up by higher egg prices and larger broiler marketings. Increases in receipts from cotton, rice, and eggs were largely responsible for the substantial gain in total cash receipts in Mississippi. The gain of 7 percent in Florida was due to larger marketings of citrus fruit and higher prices for oranges. Total receipts were higher in Washington because of increases in receipts from wheat, apples, and pears. In Arizona, receipts were up from cotton, and, in New Jersey, receipts were larger from eggs, chickens, and truck crops.

The ranking of the States by total cash receipts in 1953 shows the same 4 States in the lead and in the same order as in every year since 1949: California first, Iowa second, Texas third, and Illinois fourth. It may also be noted that the last eight States are in the same order in 1953 as in 1952.

Harry C. Norcross
Agricultural Marketing Service

Receipts From Farm Marketings, by States, 1952-53

State	Cash receipts		1953 as percent of 1952			State	Cash receipts		1953 as percent of 1952		
	1952	1953	Livestock	Crops	Total		1952	1953	Livestock	Crops	Total
	Million dollars	Million dollars	Per cent	Per cent	Per cent		Million dollars	Million dollars	Per cent	Per cent	Per cent
Calif.....	2,717	2,576	94	95	95	Tenn.....	518	487	92	95	94
Iowa.....	2,201	2,253	97	132	102	Va.....	504	449	96	81	89
Tex.....	2,172	1,959	86	94	90	Ala.....	442	414	96	92	94
Ill.....	2,005	1,902	95	95	95	Ariz.....	382	399	93	109	104
Minn.....	1,275	1,262	95	109	99	La.....	437	396	89	91	90
Nebr.....	1,153	1,107	92	105	96	Oreg.....	408	391	94	98	96
Ind.....	1,112	1,079	97	97	97	Mont.....	387	373	80	112	96
Ohio.....	1,090	1,062	95	103	97	S. C.....	384	372	99	96	97
Wis.....	1,136	1,043	92	93	92	N. J.....	347	362	107	99	104
Mo.....	1,075	1,015	91	102	94	Idaho.....	364	343	91	97	94
Kans.....	1,176	1,008	91	80	86	Md.....	261	266	98	109	102
N. C.....	942	884	103	91	94	Mass.....	203	207	101	103	102
N. Y.....	942	868	94	87	92	N. Mex.....	211	195	85	105	93
Pa.....	815	816	101	98	100	Conn.....	176	178	102	99	101
Mich.....	727	707	94	103	97	Maine.....	213	171	104	58	81
Miss.....	550	657	91	132	120	Utah.....	176	151	87	84	86
Ga.....	645	629	100	96	98	Wyo.....	157	135	83	98	86
Wash.....	567	589	93	110	104	W. Va.....	133	126	93	105	95
Okla.....	673	582	84	89	86	Vt.....	112	106	93	105	94
Ark.....	592	558	90	96	94	Del.....	103	100	98	94	97
S. Dak.....	560	549	92	115	98	N. H.....	70	72	102	103	102
Ky.....	569	544	89	103	96	Nev.....	51	38	76	63	74
Fla.....	495	529	95	111	107	R. I.....	27	26	99	87	95
Colo.....	600	523	86	89	87						
N. Dak.....	518	517	92	104	100	U. S.....	32,373	30,975	94	98	96

"Bert" Newell's Letter . . .

To Crop and Livestock Reporters

WISECRACKS AND JOKES of all kinds are thrown at statisticians. You've heard them I am sure. I admit that I have seen some cases where I thought facts were twisted to suit a particular purpose. But I can say honestly, I've never seen a case where such a practice was followed that truth didn't come out in the end and slap the manipulator pretty hard.

It has been my observation that 99 percent of the people who misuse a figure do it unintentionally. Most of the time the user is not careful to read the whole report; he quotes figures in a way in which they were never supposed to be used.

I've written about this before, but since it is about the beginning of a new crop year, I think it would be well to remind everybody again about the *limitations* that should be applied in using the monthly estimates, or forecasts of production. Every crop reporter knows that on the first of the month, when he estimates his crop prospects, he makes the best appraisal he possibly can at the time. He knows full well that the next week something may happen to change the estimate that he made the week before.

I was talking to a man in Louisiana the other day about last year's cotton crop. "Last year," he said, "I was estimating my crop at not more than three-fourths of a bale to the acre, but we kept on picking cotton, and picking cotton, until we ended up with better than a bale average for the whole farm." And you remember all through the fall, last year we had one of the most ideal periods for harvest that many of us could ever remember.

I could give you similar examples from wheat farmers, men in the Corn Belt, and all over, where they have been badly fooled by what appeared to be a good crop, or a poor crop at any given time. That's where we come in, because your report is combined with 65, 70, or 80,000 other farmers . . . with

so many of you working together we get the good with the bad, so the deviations during the whole season tend to be small.

Now, one of the biggest mistakes made by people who use these reports is to accuse the farmers, and us, of making errors on these estimates. I'm sure you will agree that the biggest error would be to refuse to make a change in an estimate when we find that subsequent weather has altered the crop prospect one way or the other.

Just a month or so ago a high official in one of the States called and asked that a certain report be omitted for that month because he said everybody knew that the crop had improved and the estimate for that month would likely be higher than the one for the previous month. We discussed the problem at some length and before we got through he agreed that to eliminate a report would actually do a great deal more harm than good. As he put it, if we did not put out the report it would leave the field wide open for any sort of a rumor or speculator's report, and the result would be actually disastrous to his growers.

This same sort of thing has happened several times. In nearly every case the person making the complaint about the report usually has ended up with the conviction that it would be much better to have a fair unbiased appraisal of the situation, whether it meant increasing or decreasing the crop prospects, than to leave the field wide open to anybody who might want to start a rumor, or to the spotty opinions of 1 or 2, or maybe 3, individual producers.

And that gets right back to the very marrow of the whole Crop Reporting Service. It even gets back to the writings of James T. Earl, who, in 1839, before there was any Department of Agriculture, was working with his fellow farmers for a system of crop and livestock reports that would provide unbiased information on the condition

(Continued on page 16)

New and Wider Uses of Farm Products Through Research

THE PROBLEM OF SURPLUSES in various agricultural commodities has been a recurring one in this country for many years. The unusual domestic and foreign demand for our farm products during World War II and the Korean conflict temporarily turned our surpluses into shortages, but we have again gone into a period of transition—of adjustment from wartime demands to peacetime markets. Many positive actions on prices, production controls, markets, and other problems are being taken to make this adjustment easier. Such actions are desirable—even necessary—to get our economy back into balance; but for the *long-term approach*, agricultural research can provide the best answers.

Through our utilization research, in the U. S. Department of Agriculture, we are constantly searching for new and expanded uses for farm products.

Two Kinds of Surpluses

There are two types of surpluses: *seasonal* surpluses of *perishable* commodities and *annual* surpluses of *stable* commodities.

USDA research in ARS on the perishable commodities—milk, eggs, and most of the fruits and vegetables—has been directed toward development of methods for converting them to a permanently stable, palatable, convenient-to-use form so that they are preserved and made available throughout the year. This conversion to a year-round product also tends to stabilize the prices of these commodities.

An excellent example of the soundness of this approach is found in the citrus industry. At the end of World War II, the industry was deeply concerned with possible serious orange surpluses. There were even discussions on the possible need for Government price supports.

Then, frozen concentrated orange juice was introduced to the public.

The basic work on this product had been done through a cooperative undertaking of the Florida Citrus Commission and the USDA. Because the product can be stored for more than a year, is convenient to use, and has practically the same flavor and quality as fresh juice, it was widely accepted by consumers. The industry has mushroomed during the past several years, and the expanded production of oranges has been absorbed without difficulty. This development has thus prevented a serious surplus problem.

Frozen concentrated lemon, tangerine, grapefruit, grape, and apple juices are now on the market.

Fruit and vegetable juices also can be converted into another form—powder. Orange, lemon, apple, prune, grape, and tomato *powders* of excellent palatability have been developed. The powdered juice can be stored on the kitchen shelf and can be reconstituted quickly by the addition of water—even ice water.

Progress has been made in research to develop new methods of preserving fruits and vegetables. Two of these are *dehydro-freezing* and *dehydro-canning*. In these processes, the commodities are partially dried and then preserved indefinitely by either freezing or canning. Both types of products can be reconstituted quickly by immersion in water. Here, as in the processing of juice to powder, the cost of processing is greater but the savings in transportation and storage are appreciable.

Research likewise has led to the production of high-quality potato dice and granules which can be quickly and conveniently converted to mashed potatoes in the kitchen. They may go a long way in alleviating the problem of seasonal surpluses of potatoes.

Preservation of eggs by freezing has been practiced widely and is helping to stabilize the market. Powdered eggs that can be stored and still be as pal-

atable as fresh eggs have been developed since the war. USDA research found that the sugar glucose in the egg causes the development of off-flavors. By destroying the glucose either by yeast, fermentation or by enzyme treatment, eggs now can be safely stored for more than 6 months at 100° F.

The present surplus of dairy products is well known. However, excellent progress has been made in producing favorable food products from skim milk long used as feed. This will permit the sale of butter at a price more competitive with that of other edible fat spreads. For if skim milk, long a by-product in the creamery areas, gets to be a regular product bringing in cash, farmers may be less dependent on butter for maximum returns.

Advances also are being made in developing stable and palatable forms of whole milk concentrate, or powder, which can do for the dairy industry what frozen concentrates have done for the orange grower.

Motor Fuels and Antibodies From Grain

Of the non-perishable or storable commodities, wheat, corn, cotton, and inedible animal fats pose the most serious problems.

During the past 50 years, the annual per capita consumption of wheat has dropped from 230 pounds to about 140 pounds. One of the factors contributing to this decrease is changing food habits. Another is believed to be the rapid aging or staling of bakery goods. One approach to the staling problem involves the freezing of bread and bakery goods. USDA research has been concerned, too, with the use of bread softeners—certain fat derivatives and proteins—to prevent staling.

Considerable progress has been made in developing methods for determining milling and baking characteristics of new strains of wheat. These methods require only a few kernels of wheat for testing and would expedite the introduction of new and more desirable high quality wheats. They are particularly advantageous in enabling us to compete more favorably in the export market.

Significant contributions have been made in developing new outlets for

corn, particularly new fermentation methods developed for producing vitamin B₁₂ and antibiotics for use in poultry feeds.

The greatest potential market for grains is in motor fuels. High support levels on wheat and corn put alcohol made from these products in unfavorable competition with synthetic alcohol, but the problem is largely one of policy and legislation.

Special Uses For Cotton

One of our big surpluses is in cotton. During the past several years cotton has felt keenly the increasing competition of man-made fibers, particularly in industrial utilization.

An intensive research program is underway to improve the properties of cotton through chemical treatment and modification; in brief, to *tailor-make* cotton fibers for special use. One of these fibers, *acetylated* cotton, has higher heat resistance than either natural cotton or synthetic fibers and is being used for commercial and home laundry ironing board covers. It also has marked resistance to biological attack and sunlight. Better flameproof cotton fabric using the chemical, THPC, is another example of chemical treatment. Actually, hundreds of tailor-made fibers can be produced from cotton by treatment with chemicals.

Improved types of equipment for processing cotton have been developed. One is a new type of cotton opener which fluffs up the fibers and makes them easier to clean. These openers are saving a dollar per bale in processing costs. New instruments have been developed for measuring the properties of cotton fibers to determine their best end usage. A new dye technique for distinguishing between immature and mature fibers is helping industry pinpoint processing problems.

All these developments help reduce processing costs and improve the quality of cotton fabrics, thus placing the cotton textile industry in a better competitive position with respect to synthetic fibers.

Since the end of World War II, production of oils and fats in this country has increased 50 percent, while consumption has increased only 11 per-

cent. The decrease in use of fats in the manufacture of soaps, because of synthetic detergents, has been largely responsible for the present surplus.

In the food field, it is not likely that research would increase consumption of fats. Outlets must be found mostly in the *feed* and *industrial* field. New markets for inedible fats have been developed in the chemical industry, in the plastic field where they are used as plasticizers, and in the *hot-dip* tinning of steel where they are replacing imported palm oil. Soaps made from fats are used as emulsifiers in the manufacture of synthetic rubber.

The largest potential new use found for inedible animal fats is in feeds. As

a result of USDA research which showed that certain nontoxic antioxidants would stabilize the fat without undesirable effects, the use of inedible fats in the feed industry is expanding rapidly.

The agricultural revolution that has taken place in this country during the last 40 years had its beginning in research in the physical, biochemical, and engineering sciences and the application of these research results on the farm. Research has shown us *how to produce* abundantly. It also is showing us *how to use* this abundance efficiently.

G. E. Hilbert, Director,
Utilization Research
Agricultural Research Service

Prices of Farm Products

[Estimates of average prices received by farmers at local farm markets based on reports to the Agricultural Marketing Service. Average of reports covering the United States weighted according to relative importance of district and State]

Commodity	Average		May 15, 1953	April 15, 1954	May 15, 1954	Effective parity price May 15, 1954 ²	
	Base period price ¹	January 1947- Decem- ber 1949					
Basic commodities:							
Cotton, American upland (pound).....	cents..	\$ 12.4	31.05	31.73	31.57	32.17	35.09
Wheat (bushel).....	dollars..	4.884	2.09	2.06	2.06	2.00	2.50
Rice (cwt.).....	do.....	1.94	5.18	6.91	5.02	4.88	5.51
Corn (bushel).....	do.....	4.642	1.44	1.49	1.45	1.47	1.82
Peanuts (pound).....	cents..	4.8	11.1	11.2	11.2	11.2	13.6
Designated nonbasic commodities:							
Potatoes (bushel).....	dollars..	4.535	1.60	1.02	.702	1.34	1.52
Butterfat in cream (pound).....	cents..	26.5	71.2	65.1	56.8	56.2	75.3
All milk, wholesale (100 lb.) ⁶	dollars..	1.68	4.42	3.92	3.68	3.50	4.77
Wool (pound).....	cents..	20.9	46.0	55.7	53.6	54.3	59.4
Other nonbasic commodities:							
Barley (bushel).....	dollars..	.484	1.37	1.24	1.10	1.08	1.37
Cottonseed (ton).....	do.....	25.50	71.60	61.80	50.80	51.40	72.40
Flaxseed (bushel).....	do.....	1.60	5.54	3.45	3.56	3.64	4.54
Oats (bushel).....	do.....	.311	.852	.749	.780	.766	.883
Rye (bushel).....	do.....	.605	1.82	1.40	1.07	1.02	1.72
Sorghum, grain (100 lb.).....	do.....	1.21	2.53	2.48	2.43	2.47	2.56
Soybeans (bushel).....	do.....	1.00	2.84	2.78	3.52	3.55	2.84
Sweetpotatoes (bushel).....	do.....	.988	2.36	4.13	2.68	2.63	2.81
Beef cattle (100 lb.).....	do.....	7.50	20.26	17.50	17.10	17.60	21.30
All chickens (pound).....	cents..	10.6	29.3	26.5	23.7	22.5	30.1
Eggs (dozen).....	do.....	16.6	46.6	45.9	35.0	33.1	47.1
Hogs (100 lb.).....	dollars..	7.34	21.90	23.10	26.60	25.70	20.80
Lambs (100 lb.).....	do.....	8.16	21.90	22.10	21.80	21.80	23.20
Calves (100 lb.).....	do.....	8.28	22.60	19.40	18.10	18.40	23.50
Oranges, on tree (box).....	do.....	2.29	1.23	1.41	1.67	1.99	3.10
Apples (bushel).....	do.....	1.00	2.39	3.42	3.31	3.44	2.84
Hay, baled (ton).....	do.....	11.87	22.40	22.70	22.80	21.80	25.20

¹ Adjusted base period prices 1910-14 used for computing parity prices. Based on 120-month average January 1944-December 1953 unless otherwise noted.

² Parity prices are computed under the provisions of title III, subtitle A, section 301 (a) of the Agricultural Adjustment Act of 1938 as amended by the Agricultural Acts of 1948 and 1949.

³ 60-month average, August 1909-July 1914 for all cotton.

⁴ 60-month average, August 1909-July 1914.

⁵ Adjust base period price 1910-14 derived from 10-season average prices 1944-53.

⁶ Prices received by farmers are estimates for the month.

⁷ Preliminary.

⁸ 10-season average 1919-28.

⁹ Transitional parity, 75 percent of parity price computed under formula in use prior to Jan. 1, 1950.

Economic Trends Affecting Agriculture

Year and month	Industrial production (1947-49=100) ¹	Total personal income payments (1947-49=100) ²	Average earnings of factory workers per worker (1910-14=100)	Wholesale prices of all commodities (1910-14=100) ³	Index numbers of prices paid by farmers (1910-14=100)			Index numbers of prices received by farmers (1910-14=100)			
					Commodities	Wage rates for hired farm labor ⁴	Commodities, interest, taxes and wages rates	Livestock and products			
								Dairy products	Poultry and eggs	Meat animals	All livestock
1910-14 average.....			100	100	100	100	100	100	100	100	100
1925-29 average.....	53		232	143	151	184	161	161	155	145	152
1935-39 average.....	54	40	199	118	124	121	125	119	110	117	116
1947-49 average.....	100	100	462	225	240	430	250	275	229	334	292
1950 average.....	112	112	5 515	232	216	425	256	249	186	340	280
1951 average.....	120	126	563	258	271	470	282	286	228	409	336
1952 average.....	124	133	5 593	251	273	503	287	302	206	353	306
1953 average.....	134	141	624	247	262	513	279	273	221	298	273
<i>1953</i>											
May.....	137	141	624	247	5 263		280	256	218	317	277
June.....	136	142	6 628	246	260		277	255	213	300	267
July.....	137	142	6 621	249	261	514	279	261	253	319	280
August.....	136	142	6 624	248	262		279	265	229	305	276
September.....	133	142	6 622	249	259		277	275	230	299	276
October.....	132	142	6 629	248	258	515	276	282	234	273	266
November.....	129	142	6 674	247	259		277	283	224	267	263
December.....	126	141	6 630	247	260		278	282	218	285	269
<i>1954</i>											
January.....	125	140	6 618	249	263	525	282	274	213	309	277
February.....	124	140	6 622	248	264		282	267	208	315	277
March.....	123	140	6 617	248	264		283	257	188	316	271
April.....	123		612	250	265	507	283	237	178	333	271
May.....					267		284	230	168	331	267

Year and month	Index numbers of prices received by farmers (1910-14=100)								Parity ratio ⁵	
	Crops							All crops and live-stock		
	Food grains	Feed grains and hay	To-bacco	Cotton	Oil-bearing crops	Fruit	Com-mercial vege-tables			All crops
1910-14 average	100	100	100	100	100	100	-----	100	100	100
1925-29 average	140	118	169	150	135	146	145	143	148	92
1935-39 average	94	96	172	87	113	91	107	98	108	86
1947-49 average	246	230	384	264	318	183	249	247	271	108
1950 average	224	193	402	282	276	194	211	233	258	101
1951 average	243	226	436	336	339	181	269	265	302	107
1952 average	244	234	432	310	296	191	274	267	288	100
1953 average	231	208	429	268	274	206	240	242	258	92
1953										
May	242	212	426	269	286	206	259	247	263	94
June	222	204	425	267	280	219	298	246	257	93
July	218	204	426	270	268	193	252	237	260	93
August	215	205	430	278	263	185	207	232	255	91
September	219	207	452	280	251	204	191	235	257	93
October	223	194	439	275	255	189	198	229	249	90
November	229	195	433	269	263	205	218	234	249	90
December	230	205	427	260	269	237	224	238	254	91
1954										
January	233	207	420	254	268	222	271	240	259	92
February	236	208	443	258	269	210	233	237	258	91
March	238	208	443	263	275	212	246	239	256	90
April	234	208	443	267	283	217	225	240	257	91
May	227	207	446	272	286	215	279	249	258	91

¹ Federal Reserve Board: represents output of mining and manufacturing; monthly data adjusted for seasonal variation.

² Computed from reports of the Department of Commerce; monthly data adjusted for seasonal variation.

³ Bureau of Labor Statistics.

⁴ Farm wage rates simple averages of quarterly data, seasonally adjusted.

⁵ Revised.

⁶ Ratio of index of prices received to index of prices paid, interest, taxes, and wage rates. This parity ratio will not necessarily be identical to a weighted average percent of parity for all farm products, largely because parity prices for some products are on a transitional basis.

Administrator Wells and Others Honored

NAMED on FAO's 7-man coordinating committee is Oris V. Wells, Administrator of the *Agricultural Marketing Service*. The committee will aid the new FAO Director-General, Dr. P. V. Cardon, in his long-range planning work.

Administrator Wells, also, was one of nine leaders in the Department of Agriculture to be honored with the *Distinguished Service Award* by Secretary of Agriculture Ezra T. Benson at the Annual Honor Awards Ceremony on May 18.

IN ADDITION TO MR. WELLS, eight other Agriculture employees received *Distinguished Service Awards*. They are listed as follows:

Dr. Esther L. Batchelder, assistant chief, Human Nutrition Research Branch, Agricultural Research Service, Beltsville, Md.; Dr. Richard T. Cotton, entomologist of Agricultural Marketing Service, Manhattan, Kans.; Dr. George M. Darrow, horticulturist of Agricultural Research Service, Beltsville, Md.; J. K. O'Shaughnessy, assistant administrator of the Rural Electrification Administration, Washington, D. C.; Ralph S. Roberts, administrative assistant secretary, Washington, D. C.; Ralph A. Rusca, cotton technologist of the Southern Utilization Research Branch, Agricultural Research Service, New Orleans, La.; Louis C. Williams, director of Extension Service, Kansas State College, Manhattan, Kans.; and Ray C. Young, mechanical engineer, Southern Utilization Research Branch, Agricultural Research Service, New Orleans, La.

There were 84 employees and 13 work units who received *Superior Service Awards*; and 51 workers, who have served the Government for 40 years or more, were presented *Length of Service Awards*. Names and biographical sketches of all award winners are contained in USDA press releases. A few copies are on hand and may be had—as long as they last—upon request to the Office of Information, USDA, Washington 25, D. C. Ask for 1222-54.

"Bert" Newell's Letter

(Continued from page 11)

of crops as a protection against the many unfounded rumors that speculators at that time seemed to be circulating broadly for their own profit.

So, I say again, when you hear criticisms of the reports—and there always will be criticisms—remember the old saying that two heads are better than one.

How much do you want to bet against 75,000 or 80,000 farmers and ranchers throughout the country working together on a single report? The more reports you give us to work with the more stable and dependable will be the statistics we put out to help you.

Sterling R. Newell, Chairman
Crop Reporting Board, AMS

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